GOVERNMENT OF INDIA
INFORMATION AND BROADCASTING
LOK SABHA

UNSTARRED QUESTION NO:5421
ANSWERED ON:28.04.2000
SHUNU SEN COMMITTEE ON MARKETING OF DD AIR PROGRAMMES
ANNA SAHEB M.K. PATIL

Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether the Government have examined the recommendations of Shunu SenCommittee on the marketing of Doordarshan and All India Radio programmes;

(b) if so, the main recommendations alongwith the reaction of Government thereto; and

(c) the steps proposed to be taken by the Government to improve the commercial viability of DD & AIR?

Answer

MINISTER OF STATE OF THE MINISTRY OF INFORMATION AND BROADCASTING AND MINISTER OF STATE OF TH DEPARTMENT OF DISINVESTMENT

(SHRI ARUN JAITLEY)

(a) and (b) : Prasar Bharati has looked into the recommendations of Shunu SenCommittee on the marketing of Doordarshan and All India Radio programmes. The Committee mainly recommended that Prasar Bharati should have full control on thecontents and marketing of all programmes broadcast/telecast on its channels, should strengthen its marketing set up and should subscribe to the data of one of the Television Audience Measurement Systems. Actions on its recommendations are being taken by Prasar Bharati.

(c): Steps already taken by Prasar Bharati (Doordarshan)to improve its commercial viability include telecast of high quality programmes, rationalisation of rate card, digitalization of satellite channels, increasing the duration of major channels to 24 hours and marketing of cricket events in the next five years. Prasar Bharati (All India Radio) plans to start some more commercial centres in the country and start commercial service for Gulf countries on Short Wave. Other steps contemplated by Prasar Bharati (Doordarshan) for improving its commercial viability include improvement of programming mix and signal quality, subscribing to the programme ratings by rating agencies and establishing a separate marketing set-up.